

# **Global Trade Report. UK Wine Market & Import Growth - Market trends, imports, forecasts, growth, price movements of French, Italian, Spanish, Australian, US & other major wines**

<https://marketpublishers.com/r/G36DAD33909EN.html>

Date: April 2015

Pages: 102

Price: US\$ 1,800.00 (Single User License)

ID: G36DAD33909EN

## **Abstracts**

The wine market in the UK is bouncing back strongly as the economy continues to improve. This represents a major turning point – with substantial growth potential across a number of wine types. At the same time, other wines are facing tough competition and declining market share ahead. How is Bordeaux fairing? How do prices at import and retail compare? How is the move from bottled to bulk improving Californian and Australian wine competitiveness? Is Prosecco taking market share from Champagne or Cava?

The report presents a strategic analysis of the current UK wine trade, the competitiveness of different wines in the market, and an extensive range of forecasts of future growth. It provides a comprehensive overview of wine imports from the world's major producers including French, Italian, Spanish, Australian, Chilean, New Zealand, German, United States, South African, Argentine, Portuguese and other wines. Different forecasting models are used that can more rigorously capture the range and uncertainty of future market dynamics in 2015 and 2016, as well as longer range forecasts from 2015 to 2019.

The report includes 131 clearly presented Figures (pie charts, bar charts, time series), and 71 Tables of outturn and forecast data based on national and international authorities.

**This report on the wine import market in the UK includes:**

A complete picture of UK imports and exports in 2014 by volume and value, including quarterly outturn data;

A breakdown of market share by country of origin and its evolution in terms of volume and value, including quarterly outturn data;

An analysis of the competitiveness of wine imports by country of origin through an examination of their market share and its evolution by volume and by value;

An analysis of import unit prices and retail prices along with trends in unit price evolution by country of origin. It can tell you which wine is the most expensive at import and how has that changed;

An analysis of the key market drivers impacting UK wine imports, including GDP growth, wages, inflation and currency

exchange rates;

Growth forecasts for total wine imports into the UK by volume and by value.

An analysis of the different market segments (still wine, sparkling wine and bulk wine) by the development of market share by country of origin and growth forecasts by volume and value;

A complete examination of wine imports into the UK from 11 major wine producing countries (France, Italy, Spain, Australia, Chile, New Zealand, Germany, United States, South Africa, Argentina & Portugal).

Quarterly data of growth in terms of volume and value, broken down by type of wine (still, sparkling and bulk).

Trends in import unit prices across different wine types and countries of origin.

### **This report will allow you to:**

Quickly acquire market intelligence about UK wine imports by analysing market growth by country of origin and by market segment;

Understand your own and your competitors' position at import;

Gain insights into the relative competitiveness of wines from different countries;

Identify key market trends and the drivers behind them;

Forecast future movements in the wine trade: the evolution of imports by volume, by value, by country of origin, by competitiveness and by market segment;

Strengthen your marketing, strategy and market development with useful market insights;

Build your investment strategy by assessing competitiveness of wines from different sources;

Add weight to presentations by using top quality import and export data combined with sophisticated forecasts.

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